

Downtown Business District
Meeting Minutes
Wednesday, December 16, 2015
330 Main Street, Middletown, CT

Attendees

Diane Gervais (Chair)	Mike DeSena (Police Department)
Gary Nagler (commissioner)	Bill Russo (Director of Public Works)
Marc Levin (Commissioner)	Geen Thazhampallath (Director of Parking)
Peter Harding (Commissioner)	Michiel Wackers (Director of Planning)
Mary Ann Perrotti (Commissioner)	Tom Marano (Planning)
Cathy Duncan (Chamber of Commerce)	Ann Marie Cannata (North End)
Lisa Melaven (DBD Office)	Matt Lefebvre (Middlesex Music Academy)
	Pamela Steele (Pamela Roose Yarns)
	Laura Conley (Sweet Harmony Cafe)
	Maggie Huang (Hachi Japanese Restaurant)

Minutes

- Motion made by Mary Ann Perrotti to approve
- 2nd by Marc Levin
- Minutes accepted

Treasurer's Report – Mike DiPiro

None

Diane reports the reimbursement check from the City of Middletown and the Chamber of Commerce has been received for the new downtown snowflakes. We are waiting on approximately \$3,000 from the City of Middletown for a large gift card purchase.

- Motion to approve by Marc Levin
- 2nd by Gary Nagler
- Treasurer's Report accepted.

Chair Update – Diane Gervais

- Holiday Gift Bag promotion underway, we have given out approx. 1000 bags already and plan to give out the remaining bags this Saturday. We had approx. 50 businesses participate which is up from last year.
- Many thanks to Lisa for getting all of the businesses on board, picking up their flyers....even going to the printer in some cases! Also, for organizing and managing the bag stuffing with the "Connection". Great job!
- The snowflakes are lit and looking beautiful! I have had only positive comments from businesses and consumers!
- Gift Card sales are brisk.
- The TV commercials are running, and the Retail Better CT spot ran and looked great!

Maintenance Report – Tom Ford

None

Beautification – Diane Gervais

See Chair Update

Marketing – Diane Gervais

See Chair Update

Police Report – Mike DeSena (Police Department)

Mike reports there has been extra police patrol for the “Holiday on Main” events from 10::am – 6:00pm.

Cathy Duncan gave the police department phenomenal praise for their presence during the Holiday on Main event.

Gary Nagler mentioned the possibility of having the bus stop move down a block. This would alleviate the congregation of people hanging out in front of the Inn at Middletown.

Public Works – William Russo

Bill reports sidewalk sections along Main Street are being repaired.

The public works department has already started planning their spring work. In the early spring when the weather breaks Spear Park will be leveled and grass will be planted and sidewalks installed.

The public works and parking departments are working on sending out/receiving notifications via text messaging for all important information throughout the city. (i.e. parking bans)

The Sanitation department will be sending notification to the Chamber of Commerce regarding holiday pick up around town. Pam Steele mentioned to Bill the ramp in the arcade parking lot is in dire need of repair.

Parking Report - Geen Thazhampallath

Geen reports there will be Free parking every Saturday through the New Year in the municipal lots.

The Main Street meters are still in effect.

The parking department is looking to install more LED lighting to Kings Ave and Lot A.

There is a section in the Melilli parking lot where the kiosks are not accepting dollar bills. Geen will be checking into this.

North End Report – Ann Marie Cannata

Ann Marie reports they are working on installing more outdoor lighting and some outdoor seating and re-claim the sidewalk. Another option is displaying an outdoor art gallery. The advertising/hanging of posters have been bringing more business into the buttonwood tree.

Planning – Tom Marano

Tom reports Cinder and Salt, Pho 170 and Hachi Japanese Restaurant are now all open for business.

The planning department will be sending out a public survey for the Center of Disease Control on the reusing grounds and fields as parks.

Chamber of Commerce – Cathy Duncan

Cathy reports Holiday on Main has been going exceptionally well this year. The participation has been more than the norm due to the beautiful warm weather we have been having.

The Taste of Middlesex County will be held from January 16th – 23rd. (Please see flyer for the details)

Mike has been working diligently on marketing and advertising for the Chamber of Commerce.

New Business –

The 2016 DBD meeting agenda is out and available through the DBD and Town Clerks office.

Michiel Wackers – Presentation on the Economic Development Study of Middletown

Summary of the finds from Economic Development study of Middletown

1. Zoning Code

- a) Audit for Ease of Use
- b) Definitions
- c) Address inconsistencies
- d) Audit Zones and Uses
- e) Expand Village District & Design Review
- f) Ensure predictable process

2. Riverfront

- a) Master Plan
- b) Adopt new zoning regulations and zone

3. Focus of Future Development

- a) Address imbalances
- b) Study possibility for nodes of development
- c) Study of how to improve connectivity

4. Focus of Preservation of Community Character & Protect Natural Environment

- a) Open Space Plan & Open Space Management
- b) Subdivision Regulations
- c) Blight Enforcement

- Motion to adjourn by Marc Levin
- 2nd by Mary Ann Perrotti
- Approved

